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CONSUMER TIME

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NETWORK: NBC

DATE: March 17, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM- EWT

(Produced by the War Food Administration this script is for reference only, and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than SERIAL eleven years in the interest of consumers.)

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2. JOHN:

It's CONSUMER TIME:

3. SOUDD:

CASH REGISTER....CLOSE DRAWER

4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War food Administration: And here are Mrs. Freyman and Johnny.

5. JOHN: Today as we promised, we are going to talk about superstitions!

Not exactly about black cats, and new-moons, and walking under ladders. No...today we're going to tell about some fantastic superstitions in foods!

- 6. FREYMAN: Some "food fads and fallacies"...isn't that it, Johnny?
- 7. JOHN: Yes...the curious beliefs that have been handed down over the years about...the food we eat!
- 8. SOUND: ROAR AND CRASH OF THUNDER. RUMBLE DOWN AND OUT.
- 9. MA: Oh dear, oh dear: Thunder: That means the milk will turn sour:
- 10. MARY LOU: Here, quick! Put it in the refrigerator, Mother!
- 11. MA: Too late now, dear: It's already thundered:
- 12. MARY LOU: Are you sure thunder makes milk get sour, Mother?
- 13. MA: Why, certainly, Mary Lou! What do you mean "am I sure?"

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- 14. MARY LOU: Oh I don't know...I know you believe so many funny things:

 Like Grandpa always carrying a chestnut in his pocket to keep

 from getting rheumatism:
- 15. MA: And what's wrong with that?
- 16. MARY LOU: Well, he still has rheumatism, hasn't he?
- Yes...I suppose it is sort of silly, Mary Lou. (IN A MORE

 CONFIDENTIAL TONE) I always thought your grandfather should

 have begged or stolen that chestnut he carries! They do say

 that if it isn't stolen or begged, it doesn't do any good!
- 18. MARY LOU: That's what I mean, Mother! Those funny things you believe!
- 19. MA: Well, it isn't exactly that I believe them for sure, Mary Lou, but you just can't tell...
- 20. SOUND: CLAP OF THUNDER
- 21. MA: Now you just wait and see if that milk doesn't turn sour,

 Mary Lou: (FADING) Just wait and see...
- 22. OLD MAN: (AMUSED LAUGH) (FADE IN) Well, well, Mary Lou...maybe she's right...and maybe she's not!
- 23. MARY LOU: Who on earth are you?
- 24. OLD MAN: Oh, just an old, old friend.
- 25. MARY LOU: A friend: Of Mother's? Of mine?
- 26. OLD MAN: Just an old friend of everybody's, I guess: For more years than you can count, Mary Lou, I've been wandering over the earth, sort of getting next to people and their superstitions:

 And I just happened to overhear you say that you didn't believe some of those old wives tales.
- 27. MARY LOU: Why ... yes, I did say that ... and ...
- 28. OLD MAN: So...well it just kind of amused me, and I thought I'd come
 over and see what you had to say! Now you told your Ma you
 didn't helieve that thunder made milk turn sour...

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ender 18 . Augustus 18 Ender von Kronsman inn die fester die St. 22 Elea von der Der der der Steine Steine der werd Von der de Land der der der der der der der der der

- 29: OLD MAN: And of course you're right! It's just that we always have warm humid weather when it thunders...and that's what makes sour milk.
- 30. MARY LOU: Well... I didn't see how it could have been thunder.
- 31. OLD MAN: Oh, people believe all manner of strange things about food...

 ...(HASTILY) Not that I blame your mother...these things just
 get handed down from generation to generation, you know:
- 32. MARY LOU: Well I certainly don't believe all those silly stories ...
- 33. OLD MAN: (CHUCKLE) You know...I'll just wager you'd be amazed at how many things you do believe...about the food you eat, Mary Lou!

 Bet you'd be surprised at all the funny ideas you have!
- 34. MARY LOU: Me? Why I'm modern and sophisticated! I don't have any superstitions!
- 35. OLD MAN: We-el, now perhaps you don't think it's bad luck to open an umbrella in the house...and maybe you don't knock on the wood for good luck, Mary Lou...
- 36. MARY LOU: I certainly do not!
- 37. OLD MAN: But, now, I'm sure you believe things about food that are really just as extraordinary;
- 38. MARY LOU: (CHALLENGING) What, for instance!
- 39. OLD MAN: Now I'm warning you...I've been around on this earth for a long time, young lady, and I may surprise you.
- 40. MARY LOU! Go ahead!
- 41. OLD MAN: (CAUTIOUSLY) Well now for instance...didn't you...eat an apple this morning at breakfast?
- 42. MARY LOU: Why yes I did...
- 43. OLD MAN: And what was it you said to your little brother when you ate it,

 Mary Lou?
- 44. MARY LOU: What did I say? Oh...you mean..."an apple a day keeps the doctor away!" That's what I said!

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- 45. OLD MAN: (LAUGH) See! I told you! That's a typical one!
- 46. MARY LOU: Oh I never exactly believed that...but...just sort of eat one, well...just in case:
- 47. OLD MAN: Yes, you sort of had it in the back of your mind: Now, I'll tell you, Mary Lou...eating an apple every day's a fine thing.

 You could hardly find a better contribution to your diet: It's get a lot of vitamins in it, and minerals. And even though it won't exactly keep the doctor away...it'll help keep you healthy ...and it's a good idea to eat one every day anyhow.
- 48. MARY LCU: Of course I don't believe ...
- 49. OLD MAN: (INTERRUPTING) But now for instance...you'd never think of eating a green apple:
- 50. MARY LCU: Why no! I'd get a stomach ache for sure!
- 51. OLD MAN: Not if you chewed it well enough: Ripe or green, you'll get a stomach ache if you don't chew an apple very well, Mary Lou!
- 52. MARY LOU: I guess you sort of caught me...on the subject of apples.
- 53. OLD MAN: (LAUGH) And I'll catch you again! Now we were speaking of how to eat an apple. Mary Lou...do you chew your food very well, when you eat?
- 54. MARY LOU: Oh yes indeed: Particularly meat:
- 55. OLD MAN: Meat! Hmmmm...is that so!
- 56. MARY LOU: Why of course !
- 57. OLD MAN: Now that's just another popular mis-belief about food! Actually, it's very much more important to chew mashed potatoes...and fruit and vegetables, than it is to chew meat!
- 58. MARY LOU: Well, I never heard that!
- 59. OLD MAN: Well, that's the truth, right enough. People always say you should chew meat extra well, but that's just not necessary. And here's something else folks have thought about meat...
- 60. MARY LCU: What's that!

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- 60A. OLD MAN: Well, not so very long ago. ! people would say...
- 61. WOMAN: Say now, what's making Olaf so mean and vicious these days!
- 62. WOMAN TWO: Sure and he eats far too much meat! Anyone knows that eating meat makes a man a fighter!
- 63. WOMAN: Me father always said if you eat the heart of a lion, you'd be as brave and strong as the king of the beast!
- 64. WOMAN TWO: Sure...and that's true indeed! And logical enough, it is!

 (FADING) Eat a lion's heart and you'll be lion-hearted!
- 65. OLD MAN: (LAUGH) Yes, people once believed that eating meat made you vicious! And that a lion's heart made you brave. Well...even today you'll find a mother saying...
- Junior: Eat this liver: It's good for your liver to eat liver...

 just as it's good for your heart to eat heart: (FADING) Go

 ahead dear...do as Mother says...
- 67. OLD MAN: But that's not true, of course. Those so-called variety meats are very good for you...but for instance eating a heart doesn't make your heart any stronger...although many people believe it:
- 68. MARY LOU: Well, I certainly wouldn't!
- 69. OLD MAN: (PHILOSOPHICALLY) Oh...no, no! But I'll tell you a funny one you do believe!
- 70. MARY LOU: All right...what?
- 71. OLD MAN: I'll look back in my notebook here...oh yes. Seems to me I remember last July...some little friends of yours asked you to an oyster party. Well, you thought it over...and finally refused.
- 72. MARY LOU: Last July! How should I remember that?
- 73. OLD MAN: Well, think now...why would you refuse to eat oysters in July!
- 74. MARY LOU: (THOUGHT FULLY) July: J-u-l-y: Why of course: Anybody knows that: July hasn't any "R" in it: Never eat oysters in a month that hasn't got an "R" in it. For instance...this is March, so it's O.K. to eat 'em:

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- 75: OLD MAN: And you believe that:
- 76. MARY LOU: You mean that isn't true!
- 77. OLD MAN: Not nowadays, Mary Lou! You see, this old belief of not eating oysters in a month that hasn't an "R" in it...originated when there weren't any refrigerators, and when there wasn't any such thing as shipping in cold storage.
- 78. MARY LOU: Oh is that it?
- 79. OLD MAN: But today, oysters are grown and prepared under such sanitary conditions, and they're so carefully refrigerated, that they're perfectly good to eat all year around.
- 80. MARY LOU: All right, I'm remember that, then. I can eat oysters in...
 let's see, May, June, July, and August.
- 81. OLD MAN: Yes indeed...perfectly safe! Speaking of seafood, Mary Lou...

 would you have any objection to eating, well say, lobsters and
 ice cream fish with a glass of milk?
- 82. MARY LOU: Oh goodness me, I'd be ill for sure!
- 83. OLD MAN: Now there you go again. There's nothing wrong or harmful with that combination, Mary Lou, Any more than it's bad to eat pickles and peaches together, or fish and celery... or cherries and cream...
- 84. MARY LOU: Why I always thought...
- 85. OLD MAN: No you see...it's actually just about as easy to digest combinations as it is any single food. As long as the food's digestible and white the distribution of the combine in the combine in
- 86. MARY LOU: Well for goodness sake ...
- 87. OLD MAN: \ Most of this talk about combinations of certain foods being bad, is done by quacks, or what you'd call "food faddists".
- 88. MARY LOU: And I always did secretly like pickles and peaches together.

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- 89. OLD MAN: You see, Mary Lou, this might sound like a doctor or something; and I'm no doctor! But I do know that the important thing is a balanced diet...one which consists of a combination of different foods, so that you'll get real nourishment.
- 90. MARY LCU: I know what you mean...drink milk every day for one thing.
- 91. OLD MAN: Yes, and eat fresh fruit, green vegetables, eggs...and meat.
- 92. MARY LCU: And cereal.
- 93. OLD MAN: Yes, whole grain cereal too. And don't pay too much attention to some of these so-called "bad combinations" you hear about.

 It's the balance that counts.
- 94. MARY LOU: All right. You do sound like a doctor.
- 95. OLD MAN: Just common sense, my dear. Remember, for a long, long time

 I've been watching people with their funny superstitions and

 beliefs about foods:
- 96. MARY LOU: Well have you ever heard this one?
- 97. OLD MAN: What's that?
- 98. MARY LOU: Well, I have a grandpop who lives on a farm...and every spring he sets the hens...to hatch little chickens, you know? Well, when we're at the table he won't even talk about setting hens.
- 99. OLD MAN: He won't? Why's that?
- 100. MARY LOU: He says if you talk about setting hens at mealtime the eggs won't hatch!
- 101. OLD MAN: (LAUGH) That's a good one, Mary Lou: Well speaking of eggs, here's another superstition: Some folks say that eggs laid on Good Friday won't ever get spoiled.
- 102. MARY LCU: (LAUGH) Well, I'll ask Grandpop to try that one this spring!
- 103. OLD MAN: Oh yes, we're pretty smart nowadays. Think all those old beliefs about food are silly! But...well here's another mistaken notion a good many of us have. About coffee. Right now your mother'd tell you that if the aroma of coffee escapes into the air, the coffee will taste flat.

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many of us have. About coffee. Now some folks say that black coffee

is better for you.

company on a series properly when are pure to the term of a company of the c 104.a.MARYLOU: Oh, isn't it? Pop thinks it is.

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106.0LDMAN: - No. Neigher sugar nor cream can alter the stimulating effects of

a cup of coffee. It's just a matter of personal preference. Except A compared to the contract of the contract of

of course that sugar and cream in caffee do add calories.

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WEA TO BUY MORE DRIED EGGS (35 seconds)

Egg driers have been notified that they may offer dried whole eggs to the War Food Administration up to 100 percent of their plant capacity for the month

of September.

Driers must certify that their offerings represent powder made from fresh with those paid by WFA in buying shell eggs for drying, at prices commensurate with those paid by WFA in buying shell eggs for price support purposes.

Heavy production of eggs has made it necessary for the War Food Agency to buy large quantities for several months past. In view of its commitment to support producer prices, WFA is seeking additional foreign outlets for eggs and

News has been getting around the Midwest Regional Office of Distribution in Chicago that the boys in food preservation are working on a couple of new

developments that will mean better eating.

One project is to develop, through cooperation with manufacturing interests,

an inexpensive exhaust box for use in community canneries. As some of our listeners may not know, exhaust boxes have a lot to do with the nearly loo percent perfect success of canning in tin cans.

The other is to develop food preservation units in low income areas to preserve foods for the Community School Lunch Brogram.

It all adds up to "better eating", especially for folks who often do not enjoy as well-balanced meals as they might during the fall and winter months

after the harvest is over.

egg products.

104. MARY LOU:

Yes...she does say that.

105. OLD MAN:

Well, 'tisn't true at all. The flavor depends on the kind of coffee, the age, how it's roasted, how you make it. And the escaping aroma doesn't take anything away from the flavor.

106. MARY LCU: Let's go and tell Mother!

107. OLD MAN: Well, now d'you think she wants to have me ...

108. MARY LCU: Sure: I can't remember all those things you've told me:

Ma's in the kitchen.

109. OLD MAN: (CHUCKLE) That just reminds me...

110. MARY LOU: What!

111. OLD MAN: Do you suppose she's baking anything?

112. MARY LOU: Yes...I think she is. Why?

113. OLD MAN: (LAUGHINGLY) Oh...I just thought of an old superstition some people used to have...maybe still do it in some parts of world...

114. MARY LOU: What is it?

115. OID MAN: Oh...If you sweep the kitchen on the day you do the baking, the bread won't rise.

(LAUGH TOGETHER)

116. SOUND: DOOR OPEN AND CLOSE ON LAUGHTER

117. MARY LOU: Hello, Ma.

118. MA: What in the world is so funny? And who are you?

119. OLD MAN: I'm an old friend of yours, and your great grandma's...and all your ancestors, for that matter. A close friend, too!

120. MA: What do you mean?

121. OLD MAN: Well, I sort of represent all your old beliefs and superstitions!

122. MA: Why! I don't exactly understand...

123. MARY LOU: (INTERRUPTING) Never mind, Mother...he's just been telling the most interesting things!

124. MA: About what, Mary Lou?

- 105. OLD HAFF; Well, 'tian't time at all. The flavor depends on the Find of cuffee, the age, nor it's reacted; her you make it. and the search the search time and the reacted anything areas from the Flavor.
 - ice, Mary Lun: Let's go and tell boher:
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 - - 125. Phi Hour Street, Pray Lou?

125. MARY LOU: Tell Mother about some of the crazy things people believe...

126. OLD MAN: Well, we were just laughing about...well, I told Mary Lou that

if you sweep the kitchen on baking day the bread won't rise!

127. MA: Who believes that:

128. OID MAN: Oh folks here and there:

129. MA: Of course I do admit...that, well, when I was a little girl on

a farm Pa wouldn't plant peas or beans on baking day. It was

bad luck !

130. OLD MAN: Sure, I've heard of that!

130A. MA: But I certainly don't believe it...or anything like it!

131. MARY LOU: Watch out, Ma, he'll catch you! He's looking in his little

book.

132. OLD MAN: Ah, let's see my dear...let's see. You seem to be baking a

cake.

133. MA: Why yes, I am.

134. OLD MAN: Now I wouldn't call this exactly a strange belief ... but people

do hang on to certain ideas about cooking for generations...

ideas that just aren't practical. Now take this matter of salt.

Salt?

36. OLD MAN: You see, lots of people believe that it doesn't make any dif-

ference when you add salt to what you're cooking.

137. MA: Well, I always mix the dry ingredients, when I bake. Mix salt

with the flour, of course.

138. OLD MAN: Oh ho...but it's much better to mix it with the eggs when you

beat 'em. And when you make bread and rolls...always add salt

to the milk, not the flour.

139. MARY LOU: See Ma, he knows everything.

140. MA: Well, he seems to !

141. OLD MAN: Now you take meat, for instance. If you salt meat too early in

the cooking, it gets tough, and the juice is drawn out. Salt

it just a few minutes before you take it off the fire!

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> I that's savellod off! 187 . MA:

Oh rolle here and breeft : MAM GEO . SEI

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IN OLD HUN: ter you hake rest, Tar leabance. If you selt meat the crim in it the acoline, to cabe fourth, and the falar is drame, out. Talk

i outil veit les dé odes par enclos some le met e deut di

4. OLD MAN: (CHUCKIE) Watch out you don't walk across the floor! The cake'll fall! 35.MA: (INDIGNANT) What on earth do you mean! 3 6 OLDMAN: Just another superstition about foodm ma'am!! Hmmm; Nice pretty eggs you're cooking with. 7 (MA: Aren t they! 3 %. OLD MAN: Dijever eat a raw egg .. for heur health, I mean. more destitude that was Oh, certainly! They're very good for you, raw eggs! 14. MA: 40, OLD MAN: Funny belief people have! You know the truth of the matter is that either soft or hard-cooked eggs are more completely digested than raw eggs!

H, MA: Well, Inever!

ZOLD MAN: zand Yep, it's true.

Well I compared a pentack-obrangen towarks

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Most observers agree that the supply of feeder cattle offered for sale this year will probably be greater than the number last fall. But it still remains that grazing has been good in many sections of the plains states and the cattle coming to market may find better acceptance with packer buyers than some observers have anticipated.

At the same time, the grazing season is rapidly drawing to a close now, and though it has been good, the urge to sell will be stronger than last fall.

In those areas where much corn is late and won't mature before frost, growers are being advised to make silage of their late crops. Iowa farm economists urge farmers to take advantage of this situation. They say that cattle feeders who have plenty of roughage for fattening cattle with a limited grain ration can probably get a fair return for their feed.

Of one thing we can be reasonably sure. There will continue to be a demand for good beef at most retail outlets for some time to come. And feedlot operators who can put good beef on the market with the feed they have available will likely find the operation profitable.

* * *

142. MA: Well I certainly never expected a perfect stranger to walk in my kitchen and tell me how to cook; about four to cook

143. OLD MAN: Just a few beliefs...I'm just telling you a few beliefs about food that people hang on to...

144. MA: Well if you're going to stand around in my kitchen, you've got to go to work.

145. MARY LCU: But Ma:

146. MA: Here, you two get busy and shell these peas...

147. SOUND: PAN CLATTER UNDER ABOVE

148. OLD MAN: Well now what do you know about that. Here Mary Lou, we've got to go to work!

149. MARY LOU: But I don't want to shell peas.

150. OLD MAN: Look here, now, there's an old belief that if you find a pod containing nine peas, you hang it over the door! And the first person who walks through that door will be the fellow you'll marry!

151. MARY LOU: Really: Come on, then...let's start looking:

152. OLD MAN: (LAUGH) There you go! It's so easy to believe these things!

153. MA: Sure, it is. Folks are always going to believe superstitions and things they've heard all their lives.

154. OLD MAN: Yes, you're right there, Ma...and it's all right, just so long as their beliefs don't do 'em any harm. Wrong beliefs about food can stir up trouble.

155. MA: I guess they can...

Now it's all right to believe that when it thunders, milk gets sour. Although 'tisn't so at all, of course. But when you start believing that it isn't important to drink milk every day, that's harmful!

157. MA: Yes, I can see what you mean.

Hell I warealfly mover expected a perfect stranger to their Type by tell no her used by the due 's abelled well a wov pailled dawn mil. . . abelled well a dawn 145. OLD MAN: food that people land on the the between metalix on at brooms though to mine satury to Move THE WAS addition of on of 1 801 323 AUTO THE TO LAKE ្នុន្ទាស់ស្គាល់ សម្រាស់ស រ៉ូស់ស្គីត សេសស ប្រាយស់ នាំមក ស្រស់ សេសស្គាល់សំរី Trust of the ! MY ALL TELEFORM PRESIDENCES THE LOCAL PROPERTY OF A STATE OF STREET, STREE the writing in I were in the atomic towns may be their our field 148. 0.00 1811 Artist History programmer & deep STAL THEE LOSS nas en velta anglas stenti felija a en ga atemati pang persa **xoal** . Har dio . oal endr bas increse an about the medicine in the paid those trollers and an iller a comment at the area and Inneres Illest () * 報知は重視は same for isomer final in a light of same and for またっている same for a March 10 (1) THE CHAIN WAS amount of the party of the first of the firs 1000 4000 and areas to the bases of the one of the second 1700 TID . 48. end on the transfer of the first transfer of the property of the contract of t the of a time in the attention, makes that that the displacement of the minimum as Section 1998 And Section 1998 April 1998 Contract the main terms of the town within THE CHIEF ARES The life paraba to the made their available of their life will well They media do the conservate life du on diseable execute the land.

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You, I deer see that you mean.

158. OLD MAN:

And when you think, like some folks, that it's better to drink milk fast, that's bad too! Ought to sip it slowly. Lots of folks have the idea they can't digest milk! They should try sipping it very slowly, and they'd find out a lot different!

159. MA:

Well I never...

160. OLD MAN:

(CHUCKLE) Sort of reminds me...of an old superstition. This one dates 'way back'

161. MARY LCU:

What could that be ... about milk?

162. OLD MAN:

Sure...some ancient tribes in Africa would never put milk on the fire...would never heat it up. Couldn't make 'em do it:

163. MA:

And why not?

164. OLD MAN:

Well, seems like they believed that since milk came from the cow, it was the same as part of the cow. And when you boiled the milk, it would hurt old bossy herself:

(ALL THREE LAUGH)

165. OLD MAN:

Just another old superstition. But actually, the ones we have today are nearly as funny: All I say is just be kind of careful before you go believing things you hear about your food...what's good and what's bad. Find out from your doctor... and for goodness sakes, don't go believing a lot of food fads and fallacies:

PAUSE:

166. JOHN:

Yes, that's CONSUMER TIME's story of food superstitions:

167. FREYMAN:

And I never dreamed there were so many, Johnny:

168. JOHN:

Well, when you get to thinking about it...we do believe a lot of funny things about our food! Bet you can count a lot of 'em at lunch time today, Mrs. Freyman. And now, what about next week on CONSUMER TIME:

And when you think, like some folks, that it's better to wilk fast, that's bud too! Garb to signification it shows the following the fine they can't class wilk! They should bry signification of the fine the first short they'd of the lost a lot different;

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169. FREYMAN:

Next week we're going to hear about day care of children!

And we're going to take our listeners to San Diego, to a big

child care center there. It's going to be lots of fun...

170. JOHN:

So be with us next week...for another edition of

171. SOUND:

CASH REGISTER.

172. ANNCR:

CONSUMER TIME:

173. SOUND:

CASH REGISTER

174. JOHN:

How your money buys a living in wartime !

175. SOUND:

CASH REGISTER ... CLOSE DRAWER.

176. ANNCR:

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